

Behind the Bean



Jenna-Claire Ray

Jenna-Claire Ray first came to Nielsen-Massey Vanillas over six years ago as a receptionist. In her current role as Customer Service Associate, Jenna's main responsibilities range from receiving, confirming and entering orders, shipping sample requests to helping solve

any customer issues.

Additionally, she works closely with Accounts Receivable regarding customer payment and credit. With 14 years experience in the customer service field, Jenna's dedication and work ethic is readily evident. When she's not working, Jenna enjoys fun activities like bowling. Most of all, she looks forward to spending time with her husband Michael and daughter, Taylor Claire, whom they just welcomed into the world last year!❖

Display Tahitian Pure Vanilla Extract

Use these display ideas for retail merchandising in your gourmet shop:

- ❑ Add tropical colors and exotic flowers to enhance the display table
- ❑ Place various fancy scalloped pie dishes, stacked on risers
- ❑ Stack colorful sauce dishes in and around the Nielsen-Massey Tahitian Pure Vanilla product bottles
- ❑ Display the bottles with blenders, small emulsion blenders, ice cream machines and bright, tall glassware with colorful straws ready to use for smoothies and shakes
- ❑ Scatter and stack fancy custard dishes and spoons with the bottles
- ❑ Include cookbooks about desserts and sweets in your display



Health Corner: Relax Yourself with Homemade Aromatherapy

Stress. It's a part of all our lives yet we know there's nothing healthy about it. Aromatherapy is believed to relax and clear the mind. Whether you believe this to be true or not, there are few people who do not

appreciate the intoxicating aroma of vanilla. Why not multipurpose your Pure Vanilla or Pure Flavor Extracts from Nielsen-Massey and create a personalized aromatherapy? Beth Nielsen, Chief Culinary Officer and

Where to Find Us . . .

Upcoming Shows and Events

NASFT Pavilion at Chicago Gourmet
September 25-26, 2010
Chicago, IL

IBIE
September 26-29, 2010
Las Vegas, NV
Booth # 1072

SIAL
October 17-21, 2010
Paris, France
Hall 4 – USA Pavilion K10

NICRA
November 10-13, 2010
Nashville, TN
Booth # 211

Disney World – Epcot Food & Wine Festival
October 15-17, 2010
Orlando, FL

Coming up in the next *Vanilla Vine*, Nielsen-Massey is on point to achieve the British Retail Consortium's Certification.

Vanilla Vine

Nielsen-Massey Vanillas

Purveyors of Vanilla & Fine Flavorings

The Snack Attack: Enhance Your Flavor with NMV

Snack time—it's a phrase we've known since kindergarten and have continued to enjoy through adulthood. In recent years, snacking has become a popular trend within the food industry. Major food companies and restaurants are beginning to recognize the success "snack foods" can offer. Nielsen-Massey Vanillas has added its own sophisticated touch to some of our favorite snacks.

makes eating on-the-go snacks that much more important! It is obvious that food retailers and restaurants are responding to this trend as evidenced when you walk through the aisle at your local grocer or sit down at a restaurant to review the menu. Nabisco created the ever-popular "100 Calorie Packs," a low cal, quick, on-the-go snack. According to the market research

- Blend a peeled, sliced banana, ½ cup sliced fruit, 4 ounces yogurt, ¾ cup orange juice, and 2 teaspoons of Madagascar Bourbon Pure Vanilla Extract to create a delicious fruit smoothie.
- To add flavorful texture to yogurt, top with 2 tablespoons of crunchy *Gourmet Blueberry Vanilla Granola*.

firm Mintel, descriptions on menus like, "snack," "snackable" or "snacker" have increased by 170 percent since 2007.

The consumers' snack requirements go beyond great value, convenience and health. They want great taste as well! No matter how good something is for you, people won't eat it if it's not flavorful. Satisfy this demand with one of the world's most recognizable, natural, sweet

tastes—vanilla. When using Nielsen-Massey products, the taste is fabulous and the choices are endless. Choose from any one of our Pure Vanilla products or our Pure Flavor Extracts such as: Pure Chocolate, Almond, Lemon, Orange and many more!

There are a variety of different ways vanilla can be applied to foods to create healthy, delicious snacks, to name a few from Nielsen-Massey Products:

- Combine Madagascar Bourbon Pure Vanilla Bean Paste with honey for a tasty, sweet spread to top whole grain bagels and toast.
- Sprinkle a teaspoon of Madagascar Bourbon Pure Vanilla Sugar on fresh berries or cereal.



What is it about *snacking* that people enjoy so much? Snacking seems to fit the American lifestyle perfectly. Snacks are fast, convenient, economical, and possibly better for your health. Most health conscious consumers are advised by the experts to eat five to six small meals a day instead of the traditional three large meals. This health conscious trend has grown so rapidly, even first lady Michelle Obama has played a large role in the movement. Mrs. Obama urged food companies to cut calories, fat, and any other unhealthy additives in products. The key is portion control or more "snack friendly" sizes.

What about convenience? In this fast paced world we live in, who has time for a 3-course meal? Not many of us, which

Director-International of Nielsen-Massey Vanillas developed her own recipe for potpourri (see recipe to left). Or, customize your own recipe with Nielsen-Massey's wide range of products. To name a few: Pure Lemon Extract, Pure Orange Extract, Rose Water, Madagascar Bourbon Pure Vanilla Extract, Mexican Pure Vanilla Extract, Tahitian Pure Vanilla Extract and much more!

Feel free to customize your own recipe to your liking!❖

Recipe Idea for Potpourri

Ingredients

- Exhausted Potpourri (dried flowers & herbs)
- 1 teaspoon Madagascar Bourbon Pure Vanilla Extract
- 1 teaspoon Pure Lemon Extract
- 1 teaspoon Pure Orange Extract

Directions

Place exhausted potpourri in a resealable plastic bag. Pour the teaspoons of Madagascar Bourbon Pure Vanilla Extract, Pure Lemon Extract and Pure Orange Extract onto the exhausted potpourri within the bag. Close and shake the ingredients in bag. Leave the bag sealed for 24 hours while remembering to shake the ingredients a few times during that period. After 24 hours, remove the potpourri from the bag and place it into a basket for display.



The Seal of Purity and Quality

Vanilla Vine is a production of Nielsen-Massey Vanillas
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Leeuwarden, Netherlands & Waukegan, Illinois, USA

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Congratulations!

The NASFT *sofi*™ Awards honor the best of the best in specialty foods and beverages. Nielsen-Massey Vanillas is proud to announce that their Madagascar Bourbon Pure Vanilla Bean Paste was a 2010 Silver Finalist in the "Baked goods, baking ingredients or cereal" category.

Did You See?

People magazine featured our Tahitian Pure Vanilla Extract in their August 9, 2010 issue in the article "Hot Spot Tahiti." *People* states, "If it's a little far to go, you can summon the fragrance and flair of French Polynesia right to your door!" *People* describes the Vanilla Extract as a "kitchen staple," adding that the product is "made from local beans."

From the Chef's Kitchen: John Britton

Every trendy magazine seems to be introducing a new term to its pages, *mixology*. What does it mean? Mixologist John Britton introduces us to the term as we discuss some of his favorite things—delicious drinks and Nielsen-Massey Vanillas. John, being the down to earth man that he is, refers to himself as a bartender, “There’s no point in glorifying what I do.” John goes on to explain his classicalist approach; “My definition of mixology is putting together sophisticated and elegant drinks with ingredients provided from classic cocktails.”



Mixologist John Britton, Heaven's Dog, San Francisco

When he describes his work, it seems the term mixologist fits the profile perfectly. John states that the best drinks are the ones that are simple and elegant. He would rather improve an old recipe than create an entirely different one just for the sake of creating something new.

Improving recipes is exactly what John did when he was introduced to Nielsen-Massey Vanillas. John and the bar he worked for were introduced to Nielsen-Massey's product about a year ago and have been using their product ever since. “It was far superior to anything else we carried, we are really ecstatic about their Orange Blossom Water,” said John. In fact, he enjoyed Nielsen-Massey's Orange Blossom Water so much he uses it in one of his all

time favorite drinks he named, “Magnolia.” He claims, “All the extracts are beautiful and really well done. They aren't over done at all and they taste and smell very natural, from the peppermint to the chocolate, which we have used in a number of drinks behind the bar.” Although John's favorite Nielsen-Massey product is still their vanilla, he expressed how impressed he was that they were able to transition over to the extracts and produced a product that was equally up to par with their specialty. “People usually can't pull that off,” he says. John Britton definitely impressed us with his passion for Nielsen-Massey products. According to John, if he were to describe Nielsen-Massey Vanillas and Extracts in one word, it would be “lovely.”❖



Brandy Milk Punch

1 ounce brandy
 ½ ounce Jamaican Rum
 ½ ounce heavy cream
 2 ounces whole milk
 ½ ounce simple syrup*
 2 dashes Nielsen-Massey Madagascar Bourbon Pure Vanilla Extract

Combine ingredients in a cocktail shaker, dry shake (without ice) for 10 seconds, until frothed. Then shake with ice, double strain into a glass, garnish with shaved nutmeg and enjoy!

*For simple syrup use equal parts of water and sugar.
 Variation: Replace Nielsen-Massey Vanilla with Nielsen-Massey's Pure Chocolate Extract or Peppermint Extract.

Pancakes

Ingredients
 2 cups cake flour
 1 tablespoon baking powder
 ½ teaspoon salt
 2 eggs
 1 ½ cups milk
 2 tablespoons melted butter
 1 tablespoon Nielsen-Massey Madagascar Bourbon Pure Vanilla Bean Paste
 1 teaspoon orange zest

Directions
 In a large bowl, sift together flour, baking powder, and salt (set aside). In a medium bowl, whisk eggs, then add milk, butter, Pure Vanilla Bean Paste, and orange zest, whisk. Add the egg mixture to the dry ingredients and stir to combine. Do not over mix batter. Cover bowl and refrigerate batter for 20 minutes. Preheat griddle to 375°F. Lightly coat a hot griddle with non-stick cooking spray. Pour about ¼ cup batter onto prepared griddle and turn when pancakes begin to bubble, about 1 to 1 ½ minutes per side. Add a cup of your favorite fresh or dried fruit to batter if desired, for a delicious twist.

Recipe contributed by: Sam Cope at Provvista Specialty Foods, Portland, Oregon



Industrial Products/Manufacturing

Clean labels? Naturally.

Purity and quality really mean something at Nielsen-Massey Vanillas. In fact, it is part of our corporate seal. Our pure vanilla products and fine flavorings are produced using the highest quality standards and the purest of ingredients. That is why the move to “clean up” ingredient labels for everything from ice cream to chocolates to baked items has kept us busy here at Nielsen-Massey.

“If today's consumer is looking for change, and it appears that they are, it's that they want to consume as much naturally grown food as they can. Consumers are tuned in to every detail about the foods they eat, from farm to table. They demand minimally processed, sustainable and quality food products,” says Dan Fox, Director of Sales, Nielsen-Massey. “What may be new to some consumers has been our mantra at Nielsen-Massey for generations.”

Know the difference: Vanillin vs. Vanilla

When you take a closer look at the ingredient lists of many food products claiming to use *vanilla*, what you may actually see is not vanilla at all. Various types of vanillas are listed on food labels, but what are the differences? Here is a list of the differences:

- When the product is labeled as *vanilla*, it needs to be flavored only with pure vanilla.
- *Vanilla flavored* means products are flavored with a combination of vanilla and artificial vanillin where the pure vanilla is 50% or more of the composition.
- *Artificially flavored* means it is flavored

with an imitation vanilla or a WONF (with other natural flavors) vanilla with the pure vanilla being less than 50% of the composition.

Many food products do not contain real vanilla, but an artificial vanilla product called Vanillin. The basic flavor ingredients of most imitation vanillas are USP Vanillin and/or Ethyl Vanillin. “Most Vanillin is derived from either wood pulp or tar (no joke) and attempt to mimic what mother nature provides us, and what is used here at Nielsen-Massey—the real vanilla bean,” says Dan Fox. The pulp from coniferous trees is treated to clean it for use as paper. The resulting sulfite waste solution goes through a series of cooking and chemical extractions, which removes the lignin from the ligneous sulfonate solution. The lignin is further purified to produce USP Lignin Vanillin normally called USP Vanillin.

Ethyl Vanillin, also artificial, is three times as strong as USP Vanillin. It is made by a chemical process from Guaiacol, a coal tar derivative. Again, it is not made from vanilla beans either. The imitation vanillas, USP Vanillin and/or Ethyl Vanillin are dissolved in alcohol, propylene glycol and/or glycerin. A number of other ingredients may be added such as essential oils, esters, aldehydes, artificial and natural flavors. Carmel color may be added for appearance and some even contain small amounts of pure vanilla.

Vanilla WONF refers to a pure vanilla which has had other natural flavors added. In most cases, these other natural flavors are added to pure vanillas to simulate the flavor characteristics of pure vanilla. These compounds do not occur naturally within

vanilla but mimic the different naturally occurring flavor profiles found in the vanilla bean. Many times these other flavors are less expensive to produce and are used to create a less expensive vanilla. By the letter of law, the vanilla WONF's should fall in the artificial category, or at least the vanilla flavored category, as usually they constitute more than 50% of the product. However, this is an area not strictly enforced and there are a number of companies taking certain labeling liberties when using this type of product.

Pure Vanilla, on the other hand, is made from quality, real whole vanilla beans. At Nielsen-Massey, we use a unique cold extraction process instead of heat and/or pressure which we believe can be detrimental. Heat and or pressure can damage the over 250 delicate flavor components found in the vanilla bean which alters the true flavor profile of the extract. Vanilla beans are loaded into a stainless steel extractor tank and a series of menstruums, solutions of alcohol and water, are continually recirculated over and through the beans to produce the finest pure vanilla extract available. This slow, gentle extraction process takes a matter of weeks (3-5), rather than days, to complete. The result is a high quality, complexly flavorful, pure vanilla product you can count on to deliciously flavor and enhance your products.

When deciding what type of vanilla to add to your product, be sure to give us a call and we can work with you to make sure it is the quality and purity your product deserves!❖



Lower Prices and Smaller Case Packs!

Nielsen-Massey is proud to announce price decreases on its complete line of Tahitian Pure Vanilla products, Organic Madagascar Bourbon Pure Vanilla products, its cookbook, *A Century of Flavor* and all origins of bulk vanilla bean orders, effective September 1, 2010. The price decreases will range from 11 to 15 percent for Tahitian Pure Vanilla and Organic Madagascar Bourbon Pure Vanilla products and 22 to 28 percent for bulk vanilla bean orders.

Nielsen-Massey has competitive ounce-to-ounce comparison prices and continues to utilize its exclusive handpicked proprietary cold extraction process, offering a premium product at an affordable price. “With the changes in the world economy, specifically the lower Euro value, we are able to pass on cost savings to our customers,” says Matt Nielsen, Chief Operating Officer of Nielsen-Massey Vanillas.

In line with industry trends, Nielsen-Massey will also offer smaller case packs on all Pure Vanilla Powder, Two Vanilla Bean Vials and *A Century of Flavor* cookbook. These case packs will reduce in size in an

effort to help retailers manage inventory more effectively.

- Case packs for Pure Vanilla Extracts will change from 24 to 8.
- Madagascar Bourbon Pure Vanilla Powder will change from 12 to 6 for the 2.5-ounce size.
- Two Vanilla Bean Vials will change from 24 to 12.
- *A Century of Flavor* cookbook will be available in a case pack of 5 instead of 10.

These case pack changes will prove to be cost effective for retailers because it lowers the minimum commitment for ordering. In addition, the product takes up less storage space, allowing for quicker inventory turns.❖